

## THE PARKER BANK ACCOUNT PROGRAM

(A Local Advertising/Catalog Allowance for Retailers of Parker Products)

1 March 1978 - 28 February 1979

The Parker Pen Company will make available to retailers of Parker products in the U.S.A. a local retailer advertising/catalog allowance program called The Parker Bank Account. The program provides an allowance of 5% of the retailer's net purchases of Parker products that are shipped to the retailer between 1 March 1978 and 28 February 1979 to be used for the purposes and under the conditions listed below.

1. Purposes

This allowance may be used only for advertising in newspaper and catalogs directed at consumers of Parker products.

2. Qualification of Advertising

(a) Newspaper

Advertisements must prominently feature the Parker name and illustrate the product. The use of Parker-supplied materials is encouraged. Dealer listing advertisements (several retailers combining advertising monies on a single ad) do not qualify under this program.

Newspaper advertisements must be in a net paid general circulation English language newspaper which meets the following specifications: (1) specifically serves the retailer's trading area; (2) meets second class mailing privileges; and (3) retail rates and net circulation are verifiable through independent audit.

(b) Catalogs

Catalogs must prominently feature the Parker name and illustrate the product.

Retail catalogs prepared for and distributed to the consumer may qualify under the Bank Account Program allowance providing that the consumer catalog is the retailer's advertising vehicle to his customer.

3. Advance Notice to Parker

Prior to committing to one of the advertising or catalog programs described above, notice of the program must be given to Parker. An Expenditure Notification form indicating the advertising or catalog participation to be conducted and the estimated cost of that expenditure must be completed by the retailer, and either given to the Parker field representative or mailed to Parker at its home office in Janesville, Wisconsin before the expenditure is committed.

4. Basis of Payment

So long as the total allowance for all qualifying advertising does not exceed 5% of retailer's net purchases of Parker products between 1 March 1978 and 28 February 1979, the basis for the reimbursements shall be as follows:

(a) Newspaper ads

100% reimbursement of net cost of advertising at the local line rate as approved by The Advertising Checking Bureau. No commissions will be paid to agencies for producing dealer ads.

(b) Catalogs

100% reimbursement of actual cost. No commissions will be paid to agencies for producing dealer catalogs.

5. Method of Payment

Retailers who purchase directly from Parker will be reimbursed by credit memo. Retailers who purchase from wholesalers or distributors will be reimbursed by the wholesaler or distributor, or by check from The Parker Pen Company.

Retailers who wish to assign their credit claims to wholesalers or distributors may do so by submitting their claims (supported either by an affidavit or purchase from the wholesaler or distributor or by copies of invoices for Parker products purchased from the wholesaler or distributor) to a wholesaler or distributor, along with a statement assigning the proceeds of the claim to that particular wholesaler or distributor. The credit will then be issued to the wholesaler or distributor in the name of the retailer who will then receive an identical credit from the wholesaler or distributor. Parker will make available assignment forms for this purpose.

6. Proof of Performance

(a) Newspapers

All claims for reimbursement of qualifying newspaper ads must be sent to Parker Pen Advertising, c/o The Advertising Checking Bureau, Inc., P. O. Box 1919, Memphis, Tennessee 38101. In the case of newspapers, the claim must include a full newspaper tearsheet containing the ad, together with a copy of the newspaper invoice to the retailer showing the date of the ad, the name of the newspaper, lineage run, net cost per line or per inch and total cost to be reimbursed; and if the ad is in a special zoned edition, the tearsheet must be so marked. In the case of retailers purchasing from wholesalers or distributors, the claim must also include either an affidavit of purchase completely filled out and signed by the retailer's wholesaler or distributor, or a copy of the retailer's invoices for Parker products from his wholesaler or distributor. The affidavit of purchase form is available from The Advertising Checking Bureau.

(b) Catalogs

Claims for reimbursement for catalog participation should be sent to The Parker Pen Company, 219 East Court Street, Janesville, Wisconsin 53545 and must include a copy of the retailer's invoice showing his actual cost for the catalog, the dates it is effective, the products to which it applied and, in the case of store catalogs, the number of promotional pieces distributed, a copy of catalog page. In the case of retailers purchasing from wholesaler or distributor, the claim must also include either an affidavit of purchases completely filled out and signed by the retailer's wholesaler or distributor, or a copy of the retailer's invoices for Parker products from the retailer's wholesaler or distributor.

7. Miscellaneous

Claims for allowance cannot be deducted from merchandise remittances to wholesalers or distributors or to Parker. Retailers who make such deductions may be proceeded against under the Federal Trade Commission Guides. Claims cannot be accepted if any one of the listed requirements is not met. THIS PROGRAM TERMINATES ON 28 FEBRUARY 1979 AND IS SUBJECT TO CHANGE OR WITHDRAWAL UPON 30 DAYS' WRITTEN NOTICE.

THE PARKER PEN COMPANY  
219 East Court Street  
Janesville, Wisconsin

1 March 1978

**PRODUCT INFORMATION  
MISCELLANEOUS**

RETAIL LINE ACCESSORIES

	<u>Model</u>	<u>Retail</u>	<u>Misc. Information</u>
6-131-8	75 Nib Assembly (14K Gold)*	15.00	Acct. XF, F, M, B, Med. Stub
6-171-8	180 Nib Assembly	15.00	XF, M, F, B

WHOLESALE LINE REFILLS & ACCESSORIES

	<u>Model</u>	<u>Retail</u>	<u>Misc. Information</u>
6-136-8	Ball Pen Refill, carded	1.25	Blue: XXF, XF, F, M, B Black: XXF, XF, F, M, B Red: F Green: M
6-108-8(6)	Floating Ball Refill	1.25	Black, Blue, Red, Green: Medium Black, Blue: Fine
6-107-8(6)	Stylus Refill	1.25	Black, Blue, Red, Green
6-105-8(6)	Super Soft Tip Refill	1.25	Black, Blue, Red, Green
6-119-8(5)	Super Quink Ink Cartridge 5-Pack, carded	.69	Perm. Black, Red, Blue-Black Blue: Wash, Blue, Black, Green
6-234-8(2)	Soft Tip Refill 2-Pack, carded	1.49	Black, Blue, Red, Green
6-164-8	45 Fountain Pen Point Assembly (10K Gold)*	10.00	Acct. XF, F, M, B, Med. Stub
6-125-8	45 Fountain Pen Point Assembly Steel	5.00	Acct., XF, F, M, B, Med. Stub
6-561-8	45/75 Fountain Pen Converter	.95	Squeeze Type
6-196-8	Cartridge Pen Refill	1.49	Black-Firm, Black-Medium
6-782-8	Bottled Ink	.69	Perm. Black, Blue-Black Wash, Black, Royal Blue
6-222-8	Big Red Ball Pen Adapters	.49	

\* Check Service Department for availability of gold and steel nibs.

1 MARCH 1978

**PRODUCT INFORMATION  
MISCELLANEOUS**

TUBES AND PRODUCT  
SHOWN ACTUAL SIZE

SHORT THIN LEAD

Lead Length 1-3/8"  
Lead Diameter .037 49c Retail Per Tube Fits Old Style Repeater Pencils and Writefine Pencils

<u>Tube Item Number</u>	<u>Description</u>	<u>Leads Per Tube</u>	<u>See Assortment Number</u>
6-886-8	Short Thin - Soft	24	9-811-1
6-886-8	Short Thin - Medium	24	9-811-2

LONG THIN LEAD

Lead Length 2-3/4"  
Lead Diameter .037 49c Retail Per Tube Fits 75 - 45 - 51 - 61 - Classic Pencils

6-887-8	Long Thin - Soft	12	9-813-1
6-887-8	Long Thin - Medium	12	9-813-2
6-887-8	Long Thin - Firm	12	9-813-4

SHORT REGULAR (THICK) LEAD

Lead Length 1-1/4"  
Lead Diameter .046 49c Retail Per Tube Fits pre-1945 Parker Pencils and many current competitive Pencils.

6-888-8	Short Regular - Soft	24	9-815-1
6-888-8	Short Regular - Medium	24	9-815-2

PARKER LEADS

.037 Short Thin - fits:

- Parker Writefine Pencil
- Parker old style repeater pencil
- Autopoint Nos. 106, 172, 176, 108, 112T, 148, 148g
- Papermate Pencils - Garland Double End
- Kreisler Ladies - Scripto 49c

.037 Long Thin - fits:

- Parker 75 - 45 - 51 - 61 - Classic Pencils
- Cross - Sheaffer - Hallmark - Kreisler Men's
- Garland Single End - Scripto \$1.29

.046 Short Regular - fits:

- Parker pre 1945 pencils
- Autopoint Nos. 6, 76, 72, 112, 48, 8, 48g
- Scripto 39c - old Eversharp
- Most old style merchandise

PRODUCT INFORMATION  
MISCELLANEOUS

CARTRIDGE PENCIL LEAD REFILL



Lead Length 2"

Lead Diameter .040 \$1.49 Retail per Refill

Fits Parker Cartridge Pencils

<u>Item Number</u>	<u>Description</u>	<u>See Assortment Number</u>
6-196-8	Black Lead - Medium	9-859-2 (2)
6-196-8	Black Lead - Firm	9-859-4 (2)

WRITEFINE ERASER

49¢ Retail per Tube of 3

Tube Item Number 6-809-8(2)



Fits Parker Pencils made since 1962 (pre-1962 use 51 short)  
Papermate - Kreisler - Garland  
Some miscellaneous

Assortment Number 9-850-1

CARTRIDGE PENCIL ERASER

49¢ Retail per Tube of 3

Tube Item Number 6-260-8(2)

Fits Parker Cartridge Pencils

Assortment Number 9-801-1

U.S. RETAIL BOXING SCHEDULE

PRODUCT INFORMATION

UNIT DESIGNATOR	(A)	(B)	(C)	(D)	(E)
MODEL	PEN	BALL PEN	BALL PEN & PENCIL SET	FOUNTAIN & PENCIL SET	TRIO SET
75 Presidential	0-125-383	0-125-383	0-125-383	0-125-383	0-125-383
75 Insignia	0-130-175	0-130-625	0-130-625	0-130-175	0-130-622
75 Sterling	0-130-173	0-130-624	0-130-624	0-130-173	0-130-620
75 Imperial	0-130-175	0-130-625	0-130-625	0-130-175	0-130-622
75 Flighter	0-123-526	0-123-528	0-123-528	0-123-526	0-123-527
Classic Sterling		0-131-400	0-131-400		
Classic Imperial		0-131-401	0-131-401		
Classic Flighter		0-131-402	0-131-402		
Place Vendome					0-131-380
Ms. Parker					
180 Imperial	0-131-650	0-131-650			
180 Flighter	0-131-651	0-131-651			
Flighter GT Floating Ball					
Imperial GT Floating Ball					
51 Standard					0-125-490
45 Flighter	0-130-909	0-130-911	0-130-912	0-130-910	0-125-490
45 Special	0-130-907	0-130-913	0-130-914	0-130-908	0-125-490
25 Flighter	0-131-661	0-131-661		0-131-660	
Big Red		0-130-009			
Big Red White & Blue		0-130-939			
Pen Parker					
Calendar Jotter					
Special Jotter					
Cartridge Pencil					
Swinger					
Systemark Flighter CT					
Utility Gift Box					

EMPTY GIFT BOXES AND DISPLAYS MUST BE ORDERED ON A SEPARATE 1500 FORM APPROVED BY YOUR DIVISION MANAGER

**PRODUCT INFORMATION  
MISCELLANEOUS**

**SLOTTER BOXES**

No. 0-126-390 Slotter Box

One dozen box, holds any one dozen assortment of fountain pen merchandise.

No. 0-126-391 Slotter Box

One half dozen box, holds any six units of fountain pen merchandise.

No. 0-123-110 Slotter Box

One dozen box, holds any one dozen assortment of Jotter merchandise.

No. 0-123-114 Slotter Box

One half dozen box, holds any six units of Jotter merchandise.

No. 0-123-170 Slotter Box

One dozen box, holds any one dozen units of cap action ball pen merchandise.

No. 0-123-330 Slotter Box

One dozen box, holds any one dozen cartridge pencils.

No. 0-130-371 Slotter Box

12 Pack "Organizer" Sleeve. Holds one dozen standard wholesale line boxes.

No. 0-130-189 Slotter Box

One half dozen box, holds one half-dozen Pen Parkers.

No. 0-130-655 Slotter Box

One half dozen box, holds one half-dozen Swingers.

These are not standard assortments. Specify this packing when desired for open stock or for use as trays.

**EMPTY REFILL CARDS**

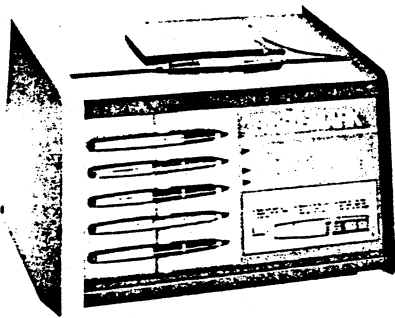
No. 0-126-652 "Blue-medium" card

No. 0-126-650 Blank ball pen refill card (for other ink color/point size combinations)

No. 0-126-653 Cartridge pencil refill card

No. 0-131-455 Blank Floating Ball refill card

PERMANENT MERCHANDISERS



**SYSTEMARK DECISION MAKER  
DEMONSTRATOR DISPLAY**

**ASSORT. 9-068-2**

- 24 \$ 3.98 Systemark Special Floating Ball pens
- 6 \$ 6.00 Systemark Flighter CT Floating Ball pens

List Price . . . \$132.00

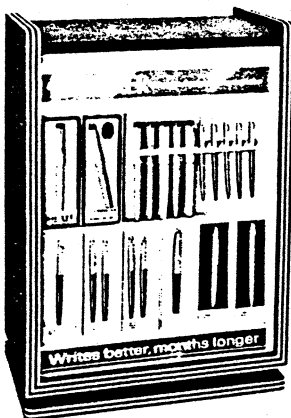


**THE BIG SHOW-OFF DISPLAY  
HOLDS 10 PENS AND 8 GIFT BOXED ITEMS  
IN FRONT. STORAGE SPACE IN REAR.**

**ASSORT. 9-951-2(4)**

- 36 \$ 2.98 Special Jotter ball pens
- 6 \$ 2.98 Big Red ball pens
- 6 \$ 6.00 Flighter CT Floating ball pens
- 6 \$ 5.98 Special Jotter-Cartridge pencil sets
- 2 \$ 8.75 45 Special fountain pens
- 6 \$ 6.00 45 Flighter ball pens
- 60 \$ 1.25 Economy ball pen refills

List Price . . . \$326.50



**THE SHOW-OFF DISPLAY**

**ASSORT. 9-955-2(4)**

- 36 \$ 2.98 Special Jotter ball pens
- 6 \$ 2.98 Big Red ball pens
- 6 \$ 6.00 Flighter CT Floating ball pens
- 6 \$ 5.98 Special Jotter-Cartridge pencil sets
- 2 \$ 8.75 45 Special fountain pens
- 6 \$ 6.00 45 Flighter ball pens

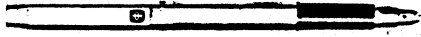
List Price . . . \$251.50



Dealer Price List

PARKER 25 PENS AND SETS

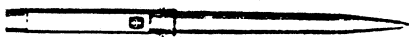
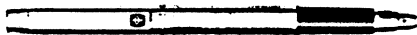
\$10.00  
PARKER 25  
FOUNTAIN PEN  
6-023-1



\$6.00  
PARKER 25  
BALL PEN  
6-023-3



\$16.00  
PARKER 25  
FOUNTAIN PEN  
& BALL PEN SET  
7-023-1(3)



ASSORT. 9-938-2

6 fountain pens, 6 ball pens  
6 fountain pen & ball pen sets

List Price . . . \$192.00

ASSORT. 9-136-2

6 fountain pen &  
ball pen sets

List Price . . . \$96.00

ASSORT. 9-126-2

6 fountain pens

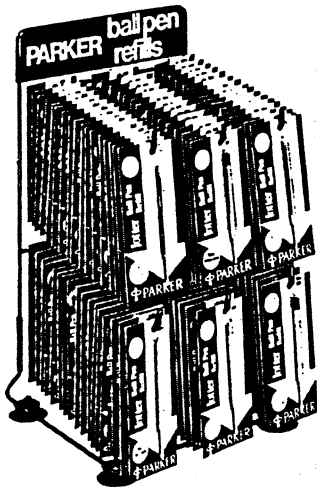
List Price . . . \$60.00

ASSORT. 9-402-2

12 ball pens

List Price . . . \$72.00

Ball Pen Refill Center



ASSORT. 9-895-9

72 \$1.25 Refills

36 Blue (12 Fine, 12 Medium, 12 Extra-Fine)

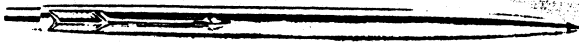
36 Black (12 Fine, 12 Medium, 12 Extra-Fine)

List Price . . . \$ 90.00

FREE — with order for refill assortments.  
COMPACT — only 7½" wide, 15" high.

PARKER CLASSIC FLIGHTER PENS AND SETS

\$7.50  
PARKER CLASSIC  
FLIGHTER  
BALL PEN  
6-526-3



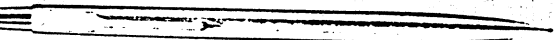
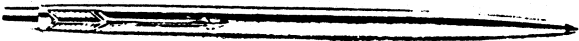
ASSORT. 9-321-2

12 gift boxed in  
counter display

List Price . . . \$90.00



\$15.00  
PARKER CLASSIC  
FLIGHTER  
BALL PEN &  
PENCIL SET  
7-526-3(4)



ASSORT. 9-322-2

12 gift boxed in  
counter display

List Price . . . \$180.00



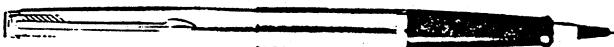
ASSORT. 9-322-6

6 gift boxed in  
counter display

List Price . . . \$90.00

SYSTEMARK FLOATING BALL PENS

\$6.00  
SYSTEMARK CT  
FLOATING BALL PEN  
6-633-3(6)



ASSORT. 9-012-2(2)

12 gift boxed in  
counter display,  
blue ink

List Price . . . \$72.00



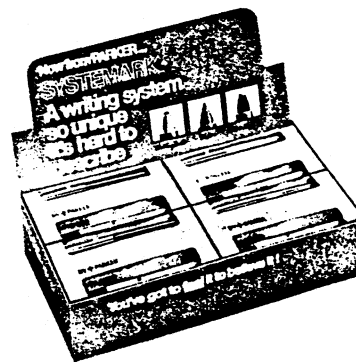
ASSORT. 9-011-2(9)

12 gift boxed in  
counter display,  
black ink

List Price . . . \$72.00

Φ PARKER  
Dealer Price List

\$3.98  
SYSTEMARK SPECIAL  
FLOATING BALL PEN  
6-567-3(6)



ASSORT. 9-042-2(1)

12 gift boxed in  
counter display,  
black ink

ASSORT. 9-042-2(2)

12 gift boxed in  
counter display,  
blue ink

List Price . . . \$48.00

ASSORT. 9-046-2(1)

6 gift boxed in  
shipper,  
black ink

ASSORT. 9-046-2(2)

6 gift boxed in  
shipper,  
blue ink

List Price . . . \$24.00



ASSORT. 9-042-3(1)

12 carded in  
counter display,  
black ink

ASSORT. 9-042-3(2)

12 carded in  
counter display,  
blue ink

List Price . . . \$48.00

ASSORT. 9-046-3(1)

6 carded in  
counter display,  
black ink

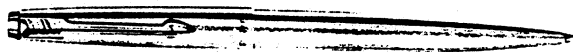
ASSORT. 9-046-3(2)

6 carded in  
counter display,  
blue ink

List Price . . . \$24.00

**PARKER 45 FLIGHTER PENS AND SETS**

\$6.00  
PARKER 45 FLIGHTER  
BALL PEN  
6-864-3



ASSORT. 9-366-2  
6 gift boxed in  
counter display

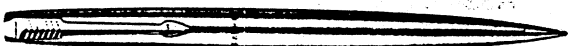
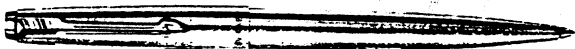


ASSORT. 9-366-3  
6 carded in  
counter display

List Price . . . \$36.00

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\$13.50  
PARKER 45 FLIGHTER  
BALL PEN & PENCIL SET  
7-864-3(4)

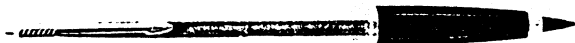


ASSORT. 9-376-2  
6 gift boxed in  
counter display

List Price . . . \$81.00

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\$7.50  
PARKER 45 FLIGHTER  
SOFT TIP PEN  
6-105-2



ASSORT. 9-226-2  
6 gift boxed in  
counter display

List Price . . . \$45.00

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**PARKER 45 SPECIAL PENS & SETS**

**\$8.75**  
**PARKER 45 SPECIAL**  
**CONVERTIBLE PEN**  
**6-125-1**



**ASSORT. 9-106-2**

6 gift boxed in  
counter display

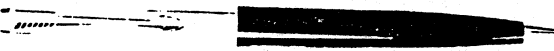
**ASSORT. 9-106-3**

6 carded in  
counter display

List Price . . . \$52.50

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**\$15.75**  
**PARKER 45 SPECIAL**  
**CONVERTIBLE PEN**  
**AND PENCIL SET**  
**7-125-1(4)**



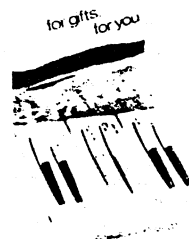
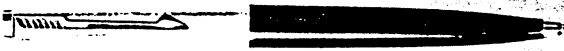
**ASSORT. 9-156-2**

6 gift boxed in  
counter display

List Price . . . \$94.50

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**\$12.00**  
**PARKER 45 SPECIAL BALL PEN**  
**AND PENCIL SET**  
**7-836-3(4)**



**ASSORT. 9-346-2**

6 gift boxed in  
counter display

List Price . . . \$72.00

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**PARKER 45 SPECIAL BALL PENS AND SOFT TIP PENS**

**\$5.00  
PARKER 45  
SPECIAL  
BALL PEN  
6-836-3**



**ASSORT. 9-326-2**

6 gift boxed in  
counter display



**ASSORT. 9-326-3**

6 carded in  
counter display

List Price . . . \$30.00

**\$5.00  
PARKER 45  
SPECIAL  
SOFT TIP PEN  
6-233-2**

Each pen with  
2 refills



**ASSORT. 9-202-2**

12 gift boxed in  
counter display



**ASSORT. 9-202-3**

12 carded in  
counter display

List Price . . . \$60.00

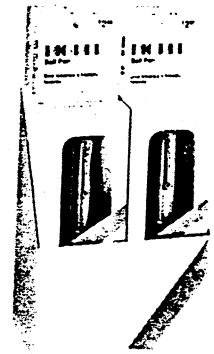
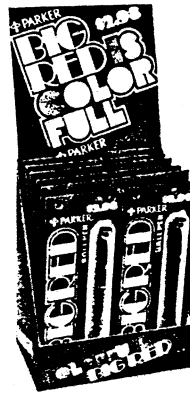
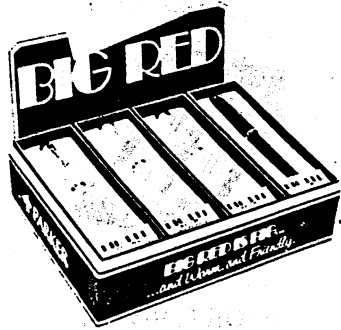
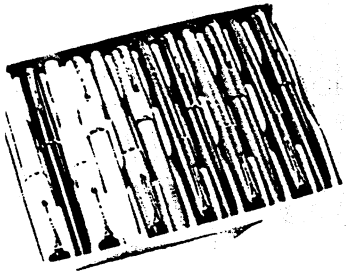
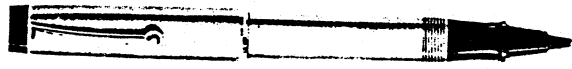
**ASSORT. 9-206-3**

6 carded in  
counter display

List Price . . . \$30.00

Φ PARKER  
Dealer Price List

\$2.98  
BIG RED  
BALL PEN  
6-402-3(2)



ASSORT. 9-332-1  
12 bulk packed

ASSORT. 9-332-2(6)  
12 assorted colors, gift  
bixed in counter display  
List Price . . . \$36.00

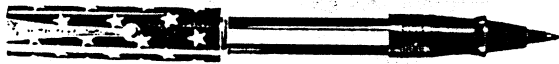
ASSORT. 9-332-3(6)  
12 carded in  
counter display

ASSORT. 9-336-3(8)  
6 carded in gift box  
in counter display  
List Price . . . \$18.00

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PARKER BIG RED WHITE & BLUE SOFT TIP PENS AND BALL PENS

\$5.00  
BIG RED WHITE & BLUE  
BALL PEN  
6-200-3



ASSORT. 9-342-2  
12 gift boxed  
in counter display  
List Price . . . \$60.00

\$5.00  
BIG RED WHITE & BLUE  
SOFT TIP PEN  
6-200-2



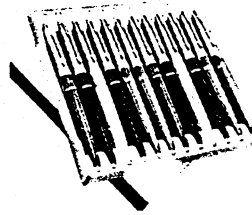
ASSORT. 9-242-2  
12 gift boxed  
in counter display  
List Price . . . \$60.00

---

**\$3.50**  
**CALENDAR JOTTER**  
**BALL PEN**  
 6-413-3



**ASSORT. 9-382-3**  
 12 carded in  
 counter display  
 List Price . . . \$42.00



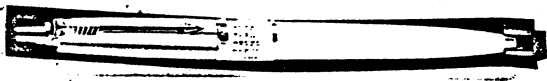
**ASSORT. 9-382-1**  
 12 bulk packed



**ASSORT. 9-382-2**  
 12 gift boxed in  
 counter display

List Price . . . \$42.00

**\$4.50**  
**PARKER PARK-IT**  
**CALENDAR JOTTER**  
**WITH HOLDER**  
 6-413-3(2)



**ASSORT. 9-392-3**  
 12 carded in  
 counter display  
 List Price . . . \$54.00



**\$3.98**  
**PEN PARKER**  
**DESK SET (Chrome Trim)**  
 8-210-9



**8-210-9**  
 without chain  
 gift boxed  
 \$3.98



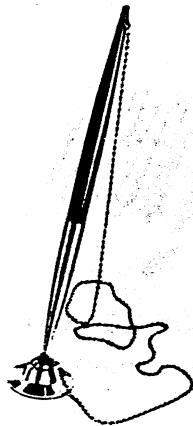
**ASSORT. 9-761-1**  
 12 without chain,  
 black, gift boxed  
 List Price . . . \$48.00

**ASSORT. 9-761-2**  
 12 without chain,  
 assorted colors,  
 gift boxed  
 List Price . . . \$48.00

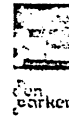


Φ PARKER  
Dealer Price List

\$4.98  
PEN PARKER  
DESK SET (Chrome Trim)  
WITH CHAIN  
8-211-9



8-211-9  
with chain,  
gift boxed  
\$4.98



ASSORT. 9-760-1  
12 with chain,  
black, gift boxed  
List Price . . . \$60.00

\$5.98  
PEN PARKER  
DESK SET (Gold Trim)  
8-212-9  
Black Jotter desk pen  
(brown optional  
upon request)

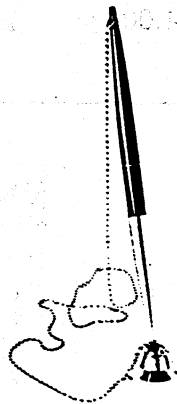


8-212-9  
without chain,  
gift boxed  
\$5.98



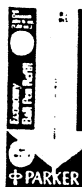
ASSORT. 9-761-4  
12 without chain,  
gift boxed  
List Price . . . \$72.00

\$6.98  
PEN PARKER (Gold Trim)  
DESK SET  
WITH CHAIN  
8-213-9  
Black Jotter desk pen  
(brown optional  
upon request)



8-213-9  
with chain,  
gift boxed  
\$6.98





**Ball pen refills**

Twelve carded \$1.25 ball pen refills in shelf pack. Specify one color and point size per assortment.

Fit all Parker ball pens except Systemark.

Blue-broad	9-849-2	Black-broad	9-849-1
Blue-medium	9-847-2	Black-medium	9-847-1
Blue-fine	9-845-2	Black-fine	9-845-1
Blue-extra fine	9-843-2	Black-extra fine	9-843-1
Blue-extra extra-fine	9-841-2	Black-extra extra-fine	9-841-1
Green-medium	9-847-4	Red-fine	9-845-3

List Price: \$15.00

**Also available:**  
Assort. 9-848-2  
8 Blue-medium  
4 Blue-fine



**Systemark refills**

Twelve carded \$1.25 Systemark refills. Specify one color per assortment. Fits all Systemark pens, Parker Floating ball pens, all Parker soft tip pens, all Big Red pens.

**Floating Ball**

Black-medium	9-870-1
Blue-medium	9-870-2
Red-medium	9-870-3
Green-medium	9-870-4
Black-fine	9-875-1
Blue-fine	9-875-2

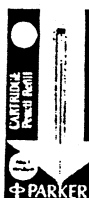
**Stylus**

Black	9-871-1
Blue	9-871-2
Red	9-871-3
Green	9-871-4

**Super Soft Tip**

Black	9-872-1
Blue	9-872-2
Red	9-872-3
Green	9-872-4

List Price: \$15.00



**Cartridge Pencil refills**

Twelve carded \$1.49 Cartridge Pencil refills in shelf pack. Specify one lead grade per assortment.

Black-firm lead	9-859-4 (2)
Black-medium lead	9-859-2 (2)

List Price: \$18.00



**Soft tip pen refills**

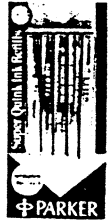
Twelve carded \$1.49 soft tip refill 2-pack in counter display. Specify one color per assortment.

Fit all Parker soft tip pens except Systemark.

Black	9-807-1 (2)	Red	9-807-3 (2)
Blue	9-807-2 (2)	Green	9-807-4 (2)

List Price: \$18.00

**PARKER INK, LEADS & ERASERS**



**Super Quink ink cartridges**

Twelve carded \$.69 Super Quink ink cartridge 5-packs in shelf pack. Specify one ink color per assortment.

Permanent Blue	9-810-2
Permanent Black	9-810-1
Permanent Blue-black	9-810-7

Washable Green	9-810-4
Permanent Red	9-810-3
Washable Blue	9-810-6
Washable Black	9-810-5

List Price: \$8.40



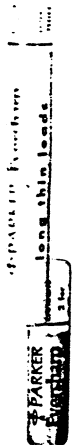
**Super Quink bottled ink**

Twelve \$.69 2½ oz. unbreakable, lightweight bottles in carton. Specify one ink color per assortment.

Permanent Black	9-830-1
Permanent Blue-black	9-830-7

Washable Blue	9-830-6
Washable Black	9-830-5

List Price: \$8.40



**Leads and erasers**

Twelve \$.49 tubes in counter display. 27" of lead per tube. 3 erasers per tube. Specify one kind per assortment

**Leads:**

Short thin-soft	9-811-1
Short thin-medium	9-811-2
Long thin-soft	9-813-1
Long thin-medium	9-813-2
Long thin-firm	9-813-4

Short thick-soft	9-815-1
Short thick-medium	9-815-2
Eraser: Writefine	9-850-1

List Price . . . \$6.00

**Cartridge pencil erasers**

9-801-1 Twelve \$.49 tubes in shelf-pack, 3 erasers per tube. Fits all Parker cartridge pencils.

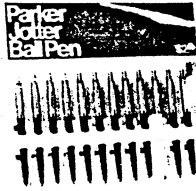


List Price . . . \$6.00

# Choose the Parker assortments right for your store...

## Sell the best in ball pen writing!

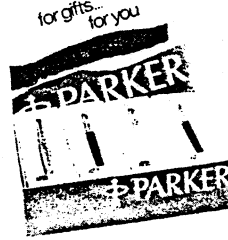
\$2.98  
JOTTER  
BALL PEN



ASST. 9-302-4  
12 in counter display



ASST. 9-302-1  
12 bulk-packed



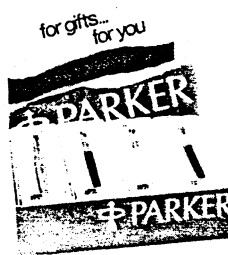
ASST. 9-302-2  
12-gift-boxed in counter display



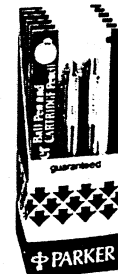
ASST. 9-302-3  
12 carded in shelf pack

Billing List  
per dozen...\$36.00

\$5.98  
JOTTER &  
CARTRIDGE  
PENCIL SET



ASST. 9-352-2  
12 gift-boxed in counter display

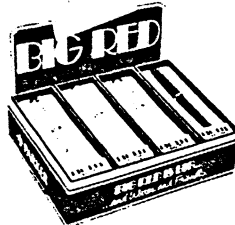


ASST. 9-356-3  
6 carded in shelf pack

Billing List  
per dozen...\$72.00

Billing List  
per 1/2 doz...\$36.00

\$2.98  
BIG RED  
BALL PEN



ASST. 9-332-26  
12 gift-boxed in counter display



ASST. 9-332-36  
12 carded in shelf pack

Billing List  
per dozen... \$36.00

\$6.00  
45 FLIGHTER  
BALL PEN



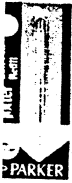
ASST. 9-366-2  
6 gift-boxed in counter display



ASST. 9-366-3  
6 carded in shelf pack

Billing List  
per 1/2 doz...\$36.00

# Get year-round profit with Parker refill assortments



## Economy ball pen refills

Twelve carded \$1.25 Parker refills in shelf pack. Fits all Parker ball pens. Specify one color and point size per assortment.

Blue-Broad	9-849-2	Black-Broad	9-849-1
Blue-Medium	9-847-2	Black-Medium	9-847-1
Blue-Fine	9-845-2	Black-Fine	9-845-1
Blue-Extra Fine	9-843-2	Black-Extra Fine	9-843-1
Blue		Black	
Extra-Extra-Fine	9-841-2	Extra-Extra-Fine	9-841-1
Green-Medium	9-847-4	Red-Fine	9-845-3

**Billing List**  
per dozen . . \$15.00

Also available:  
Asst. 9-848-2;  
8 Blue-Medium,  
4 Blue-Fine.  
Asst. 9-848-91;  
4 Blue Extra-Extra-Fine,  
4 Blue-Extra Fine,  
4 Blue-Broad



## Cartridge Pencil refills

Twelve carded \$1.49 Cartridge Pencil refills in shelf pack. Specify one lead grade per assortment.

Black-Firm Lead	9-849-42
Black-Medium Lead	9-859-22

**Billing List**  
per dozen . . \$18.00



## Soft tip pen refills

Twelve carded \$1.49 soft tip refill 2-packs in shelf pack. Specify one color per assortment.

Black	9-807-12	Red	9-807-32
Blue	9-807-22	Green	9-807-42

**Billing List**  
per dozen . . \$18.00



## Super Quink ink cartridges

Twelve carded 69¢ Super Quink ink cartridge 5-packs in shelf pack. Specify one ink color and grade per assortment.

Permanent Blue	9-810-2	Washable Green	9-810-4
Permanent Black	9-810-1	Permanent Red	9-810-3
Permanent Blue-Black	9-810-7	Washable Blue	9-810-6
		Washable Black	9-810-5

**Billing List**  
per dozen . . . \$8.40



## Super Quink bottled ink

Twelve 69¢ 2½ oz. unbreakable plastic bottles in dispenser. Specify one ink color per assortment.

Permanent Black	9-830-1	Washable Blue	9-830-6
Permanent Blue-Black	9-830-7	Washable Black	9-830-5

**Billing List**  
per dozen . . . \$8.40

## Leads and erasers

Twelve 49¢ tubes in shelf pack, 12 long or 24 short leads per tube or 3 erasers per tube. Specify one kind per assortment.

### Leads:

Short Thin-Soft	9-811-1	Short Thick-Soft	9-815-1
Short Thin-Medium	9-811-2	Short Thick-Medium	9-815-2
		Long Thin-Soft	9-813-1
		Long Thin-Medium	9-813-2
		Long Thin-Firm	9-813-4

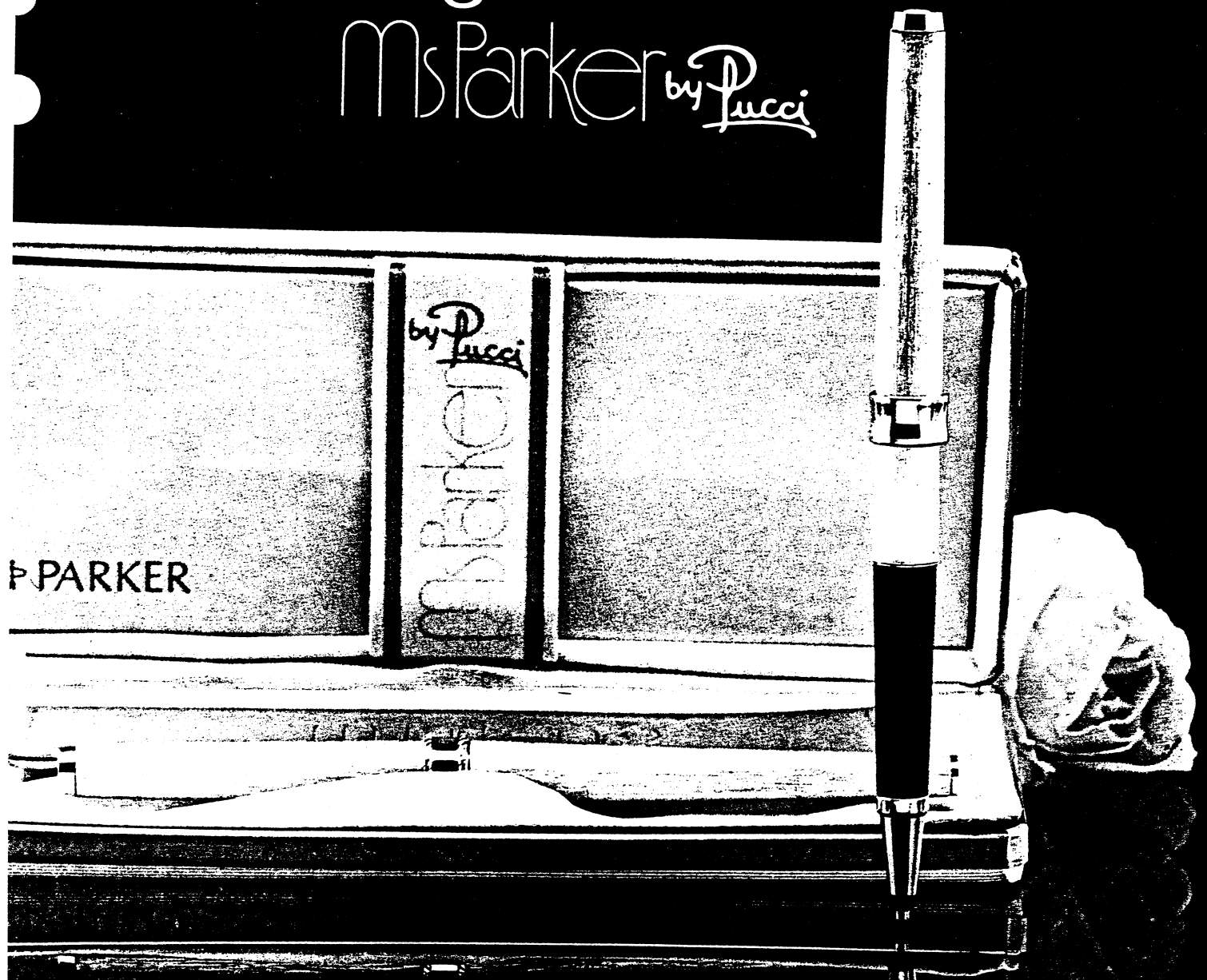
### Erasers:

Writefine	9-850-1
Cartridge Pencil	9-801-1

**Billing List**  
per dozen . . . \$6.00

elegante!

Ms Parker by Pucci



Designed by noted European fashion authority, Emilio Pucci...  
made by Parker, world's pen expert.

So feminine...

The pen is soft, glowing satin-finish stainless steel. Choice of two fashionable ring designs—plain (No. 6-649-3) or decorative (No. 6-650-3)—in 22K gold electroplate, each easily engravable with name or monogram. Complete with full-grain cowhide leather, satin-lined purse pouch. Stunningly packaged for maximum gift appeal.

... and so nice to write with

The unique Floating Ball point brings a new dimension to handwriting. It glides across the paper, laying down a slick line of liquid ink... like a fountain pen. Just right for business use or social correspondence. The touch of tomorrow for the woman of today.

\$20

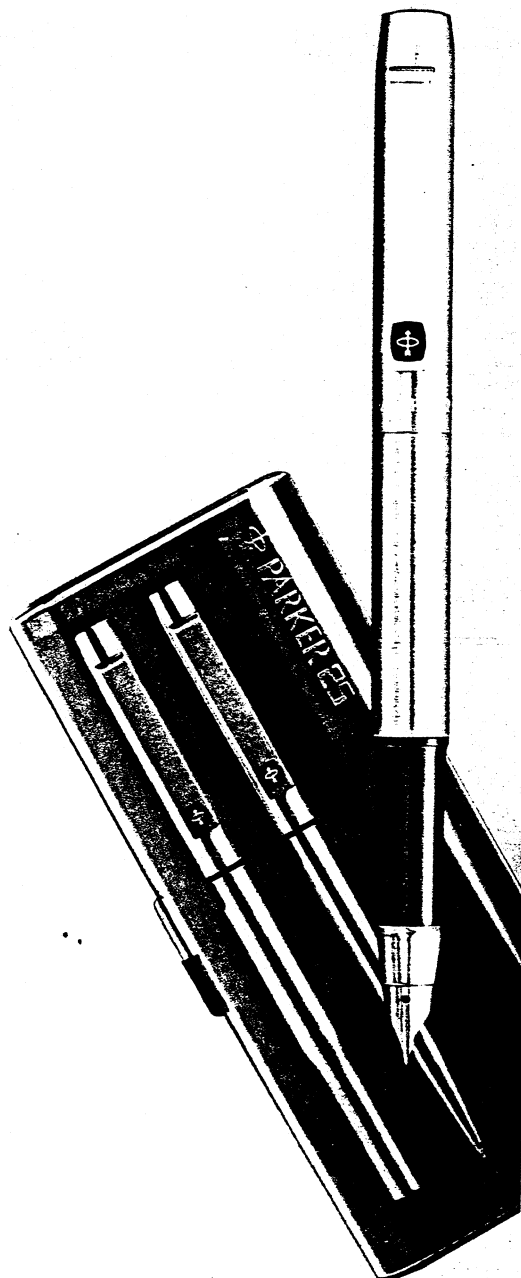
**Bella e femminile—  
beautiful and feminine!**

 PARKER World's most wanted pens

Introducing

# PARKER 25

## Modern as Tomorrow



### Space Age Design... Space Age Performance...

#### Fountain Pen

A contemporary, highly functional design with rugged stainless steel case and nib that assure dependable service for years. Convertible—loads with an ink cartridge or fills from an ink bottle . . . \$10.

#### Ball Pen

Matching ball pen. Equipped with Parker's famous long-writing refill . . . \$6.

Crafted in England of durable stainless steel with discreet accents, the Parker 25 convertible fountain pen and ball pen—supplied with U.S.-made cartridges and refills—make an attractive gift set . . . \$16.

Compact counter display with merchandise in back. Pilferproof.

#### Special Introductory Assortment 9-938-2

- 6 \$10.00 Parker 25 fountain pens
- 6 \$ 6.00 Parker 25 ball pens
- 6 \$16.00 Parker 25 fountain pen and ball pen sets

List Price \$192.00



Free display  
15" x 14" x 9"  
Weight 8 lbs.

Pen and ball pen made in England,  
cartridge and refill made in U.S.A.

 PARKER

SYSTEMARK

# Decision Maker Demonstrator Display



- Compact—measures only 13½" wide, 8½" high
- Demonstrator pen, complete with spare refill
- Extra test-writing pads
- Ample storage space, virtually pilfer-proof



Shipping weight: 6 lbs.  
Shipping dimensions: 10" x 15" x 12"

## Assortment 9-068-2

**24** \$3.98 Special Floating Ball pens,  
assorted colors, blue-fine refills,  
gift-boxed

**6** \$6.00 Flighter CT Floating Ball  
pens, blue-fine refills, gift-boxed

**List Price \$132**

BY  PARKER



# SYSTEMARK Floating Ball Pen

The most advanced liquid ink ball pen  
you can offer your customers



Shipping Size: 14" x 7" x 3"  
Shipping Weight: 2 lb.  
Display Dimensions: 12 1/2" x 9 1/2" x 11"

## Now with fine point

- The Systemark Floating Ball point writes flowy like a fountain pen. has ball pen convenience—even makes carbons.
- Glides effortlessly across paper. lays down a track of slick, glistening liquid ink (not the thick paste ink found in conventional ballpoints). A whole new experience in writing!
- Pens are gift-boxed in shelf-pack dispenser.

## Assortment No. 9-011-2(9)

12 \$6.00 Stainless Steel Systemark  
Flighter CT pens, black-fine refills

## Assortment No. 9-012-2(2)

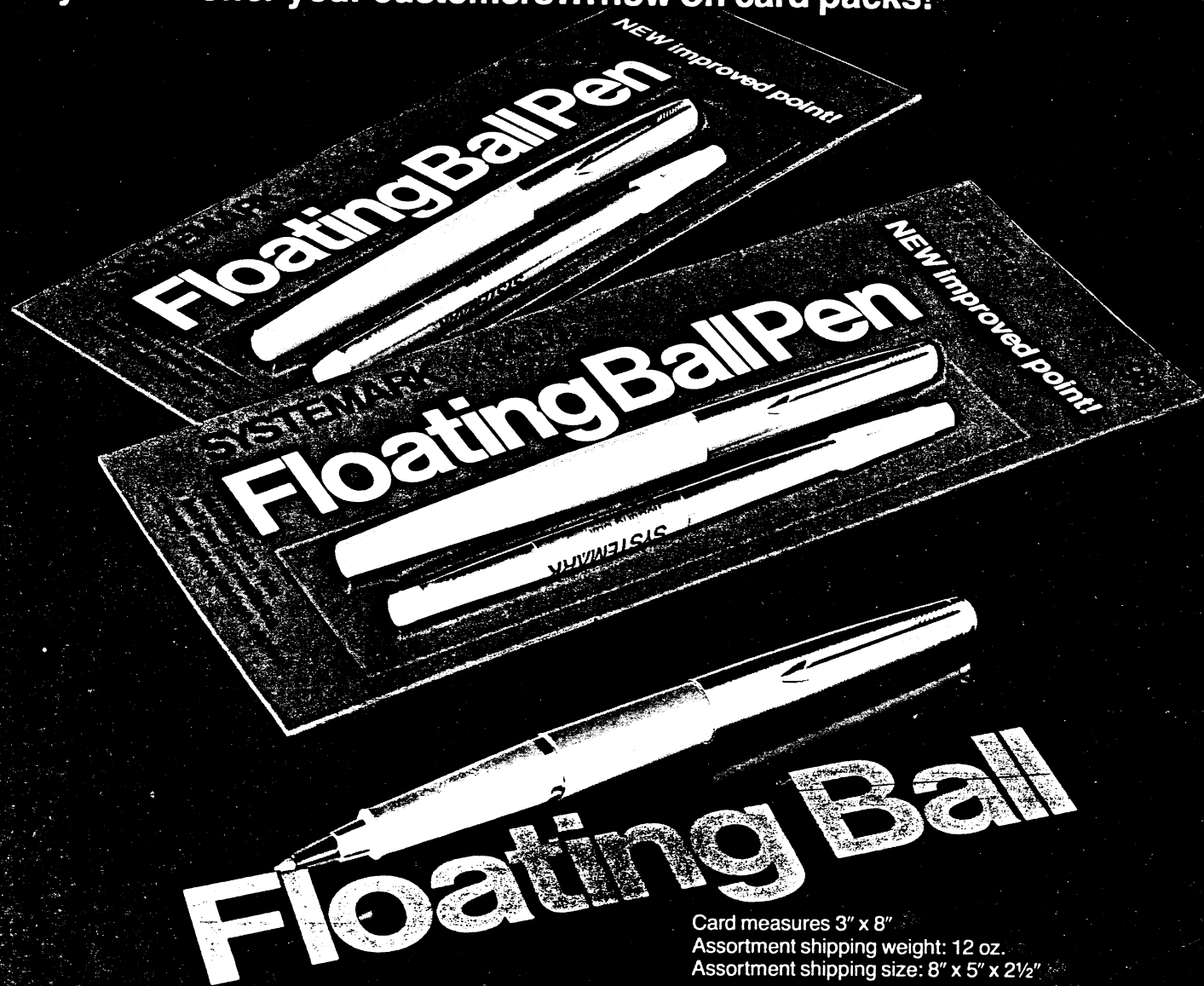
12 \$6.00 Stainless Steel Systemark  
Flighter CT pens, blue-fine refills

List price \$72 each assortment.

# SYSTEMARK

# Systemark Floating Ball Pen

The most advanced liquid ink ball pen  
you can offer your customers... now on card packs!



Card measures 3" x 8"  
Assortment shipping weight: 12 oz.  
Assortment shipping size: 8" x 5" x 2½"

- Now with new, improved point!
- Now an even better profit opportunity!
- Writes better, longer than any other liquid ink ball pen!

The Floating Ball writes flowy like a fountain pen, has ball pen convenience—even makes carbons. Glides effortlessly across paper, lays down a track of slick, glistening liquid ink (not the thick paste ink found in conventional ballpoints). A whole new experience in writing!

#### Assortment No. 9-042-3(1)

12 \$3.98 pens, black ink

#### Assortment No. 9-042-3(2)

12 \$3.98 pens, blue ink

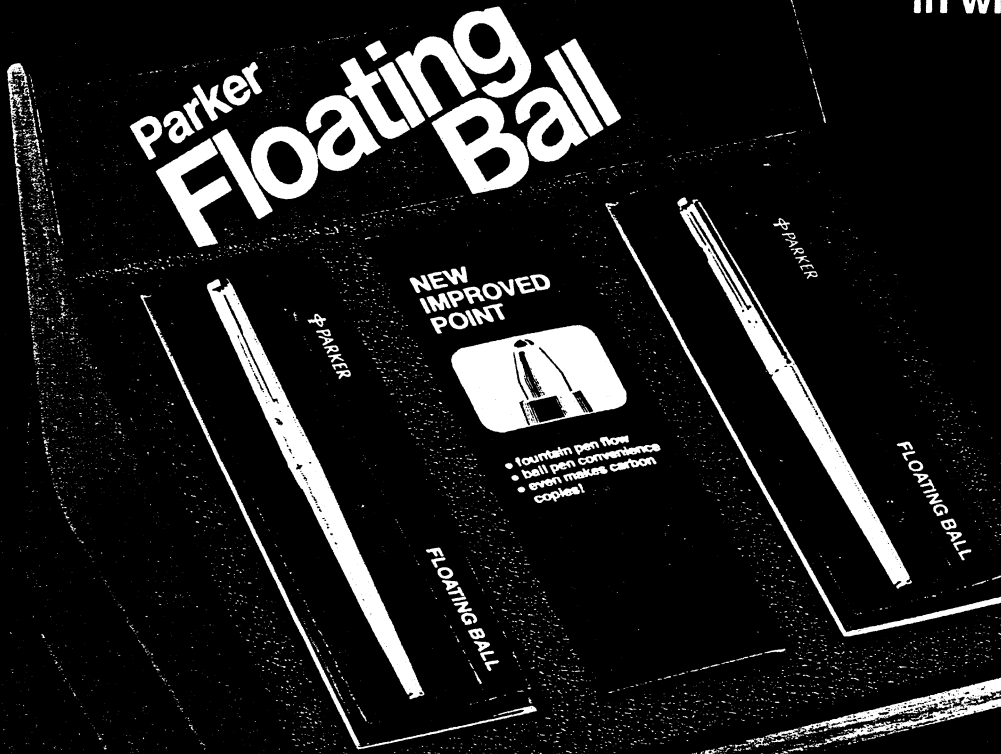
#### Assorted barrel colors

List price: \$48 each assortment

SYSTEMARK  
BY PARKER

# Parker Floating Ball Pens

A whole new experience  
in writing!



# Floating Ball

Display shipping weight: 5 lbs. 13 oz.  
Display dimensions: 10" x 10" x 6"

- Refill writes better, longer than any other liquid ink ball pen.
- Display has two pens under cover with space for 12 more in storage.
- Pens 100% gift boxed.

The Floating Ball writes flowy like a fountain pen, has ball pen convenience, even makes carbons. Glides effortlessly across paper, lays down a track of slick, glistening liquid ink (not the thick paste ink found in conventional ballpoints). A whole new experience in writing!

 PARKER

No. 0-132-826/Printed in USA '2-78

## Assortment 9-067-9

- 6 \$12.50 Brushed stainless steel Flighter GT pens
- 3 \$25.00 22K gold electroplated Imperial pens
- 24 \$1.25 Floating Ball refills (12 blue, 12 black)

**FREE Counter Display**  
**List Price \$180.**

Only Parker  
offers you the Luxury  
of Choice

... the widest range of products  
... the greatest selection of metals  
in a variety of styles



**Parker Floating Ball Pen . . . the touch of tomorrow**

The newest concept in writing:

A free-flowing, fast-drying fountain pen line  
and ball pen convenience . . . even makes carbon copies.

Glides effortlessly across paper,  
lays down a track of slick, glistening liquid ink  
(not the thick paste ink found in conventional ballpoints).

- |   |         |
|---|---------|
| (A) Imperial in 22K gold electroplate   | \$25.00 |
| (B) Flighter GT in brushed stainless<br>steel with 22K gold electroplate trim | \$12.50 |

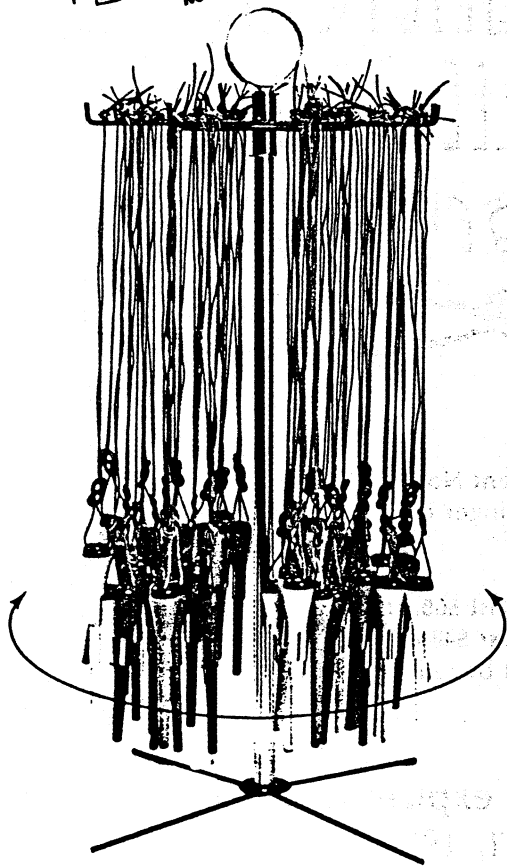
 PARKER

# Special Consumer Offer 20% extra discount

Regularly \$5.00

**Special**  
**THE SWINGER**  
Neck pen from Europe  
NOW

## SWINGER neck pen



- The ball pen for today's lifestyles
- Seven bright fashion colors
- Genuine leather thong necklace
- Long-writing Parker ball pen refill
- Pen made in Spain, refill made in U.S.A.

Assortment No. 9-936-1  
48 \$5 Swinger ball pens.  
Assorted colors.  
Regular List \$240.00  
Special List \$192.00  
100% gift boxed

Revolving Swinger Display  
Shipping weight:  
6 lbs., 4 oz.  
Display dimensions:  
33" x 13"



Offer expires July 31, 1978  
Quantities limited, so order early!

BY  PARKER

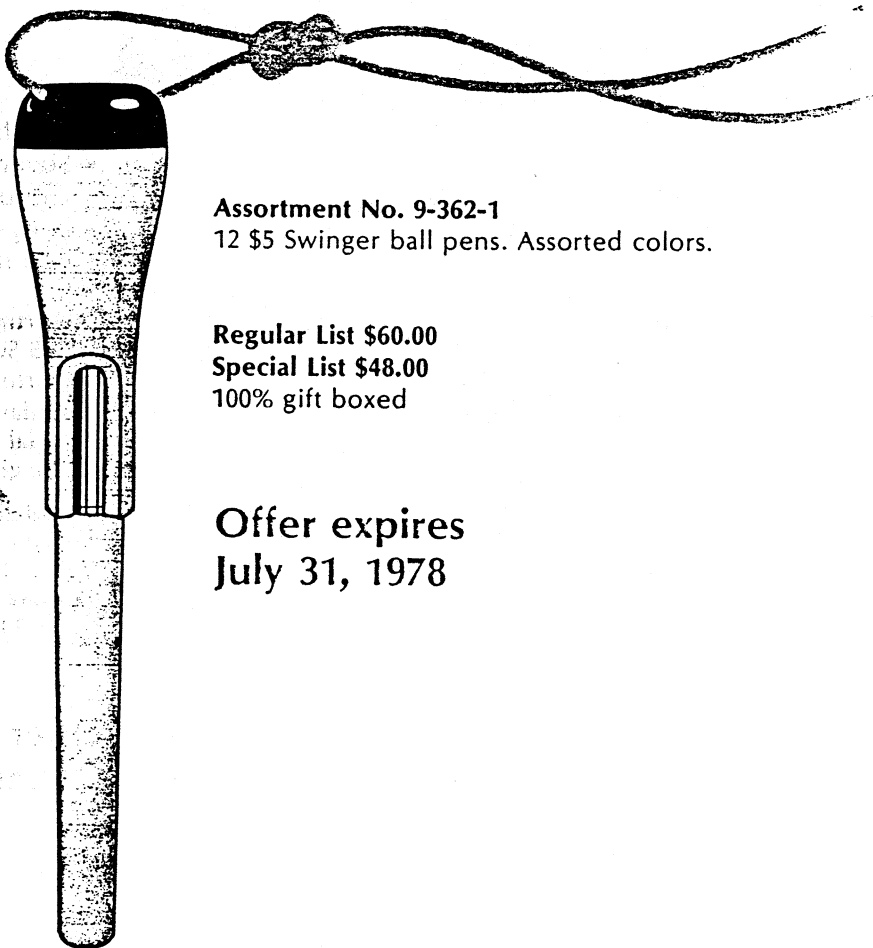
Special \$1.00 Off Retail List  
also applies on this popular  
one-dozen

THE SWINGER



SWINGER

ball pen  
assortment



Assortment No. 9-362-1  
12 \$5 Swinger ball pens. Assorted colors.

Regular List \$60.00  
Special List \$48.00  
100% gift boxed

Offer expires  
July 31, 1978

Shipping weight: 1 lb., 7 oz.  
Display dimensions: 7" x 8" x 13-1/2"

Big, warm, friendly.

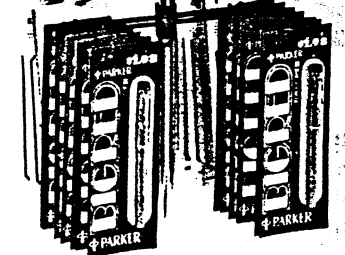
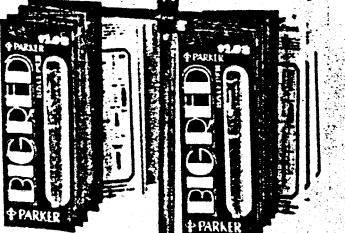
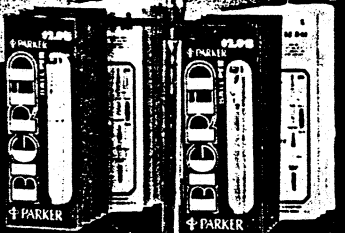
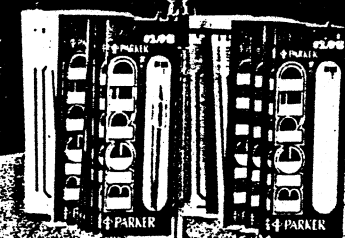
A HIT AT \$2.98

PARKER

# SPECIAL CONSUMER

# OFFER!!!

# 33% extra discount



Regularly \$2.98

# BIG RED Ball Pen

No. 9-989-3(6) Assortment  
144 Pens, Assorted Colors, Carded  
Regular List \$432.00  
Special List \$288.00

- Only 26 inches wide at base
- 74 inches high complete with header
- Sets up in seconds
- Shipping weight 18 lbs.

**\$1.00**  
off retail list.  
Self service  
floor stand  
deal.

Offer expires July 31, 1978  
Quantities limited, so order early!

74"

26"

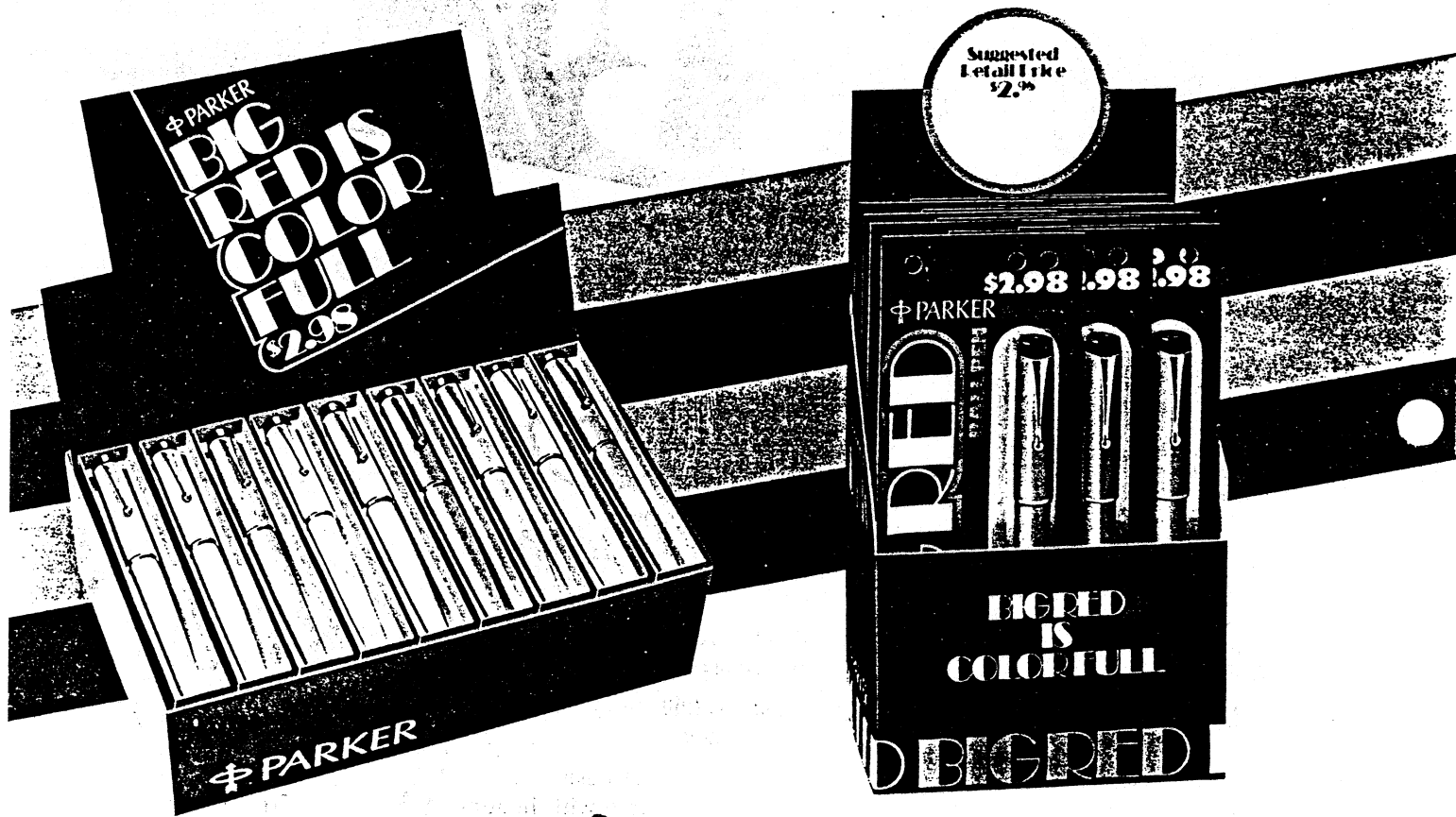
BY  PARKER

Special \$1.00 Off Retail List  
also applies on these popular

# BIG RED

## Ball Pen

## Assortments



Assortment No. 9-985-2(6)  
36 Pens, Assorted Colors, Gift-Boxed  
in Shelf-Pack Dispenser  
Shipping weight: 4 lbs.  
Display dimensions: 9-1/4" x 6" x 3"  
Regular List \$108.00  
Special List \$ 72.00

Assortment No. 9-332-3(6)  
12 Pens, Assorted Colors, Carded  
in Shelf-Pack Dispenser  
Shipping weight: 12 oz.  
Display dimensions: 12" x 5" x 7"  
Regular List \$36.00  
Special List \$24.00

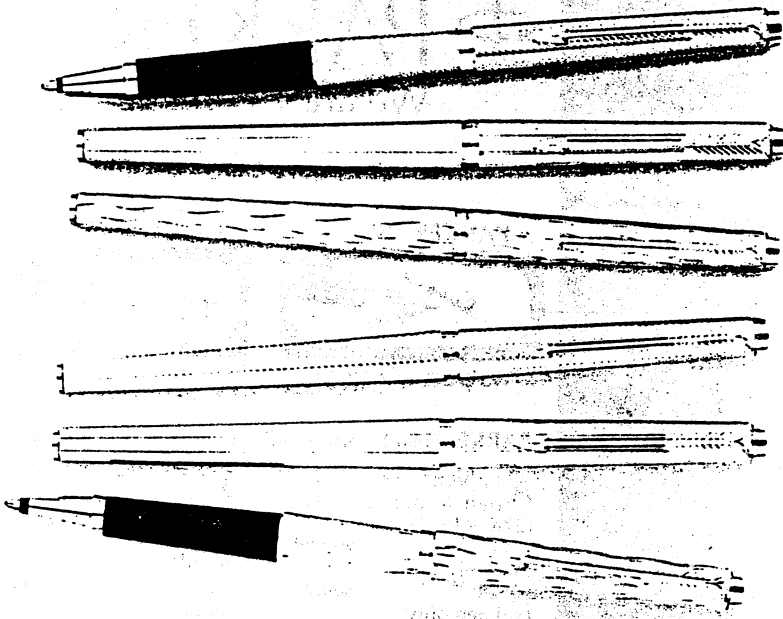
Offer expires July 31, 1978





# PARKER

We are writing

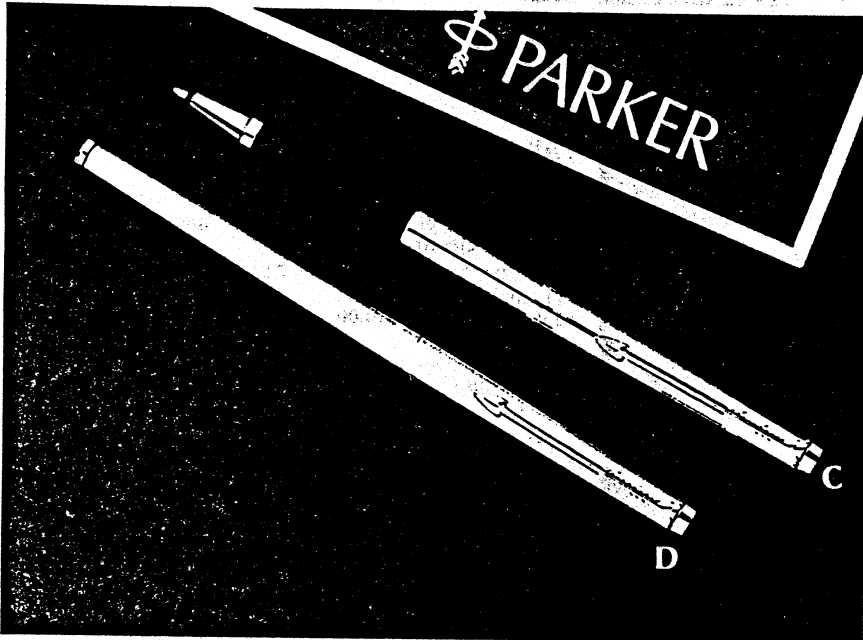


## PARKER PLACE VENDOME FLOATING BALL PENS

Combine French heritage and American technology.

**A** Heavy gold electroplate Floating Ball pen.  
 Grain d'Orge  
 66143(6) \$50.00  
 Milleraies  
 66133(6) \$50.00  
 Ecorce  
 66083(6) \$50.00

**B** Heavy silverplate Floating Ball pen.  
 Grain d'Orge  
 66153(6) \$40.00  
 Milleraies  
 66113(6) \$40.00  
 Ecorce  
 66103(6) \$40.00

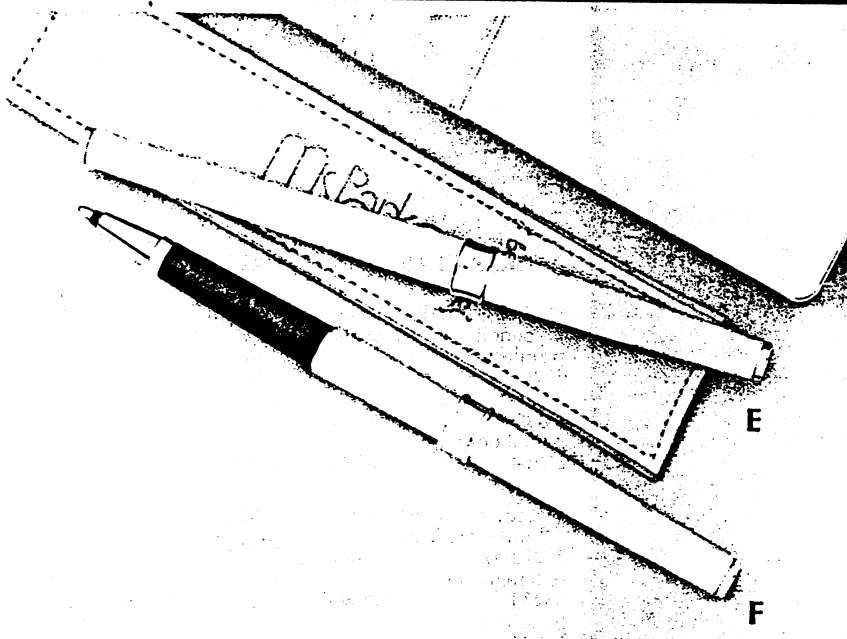


## PARKER FLOATING BALL PENS

The touch of tomorrow . . . fountain pen line, ball pen convenience— even makes carbon copies.

**C** Imperial Floating Ball pen (22K gold electroplate).  
 65623(6) \$25.00

**D** Fighter GT Floating Ball pen (brushed stainless steel, 22K gold electroplate trim).  
 66323(6) \$12.50



## MS. PARKER BY PUCCI— FLOATING BALL PEN

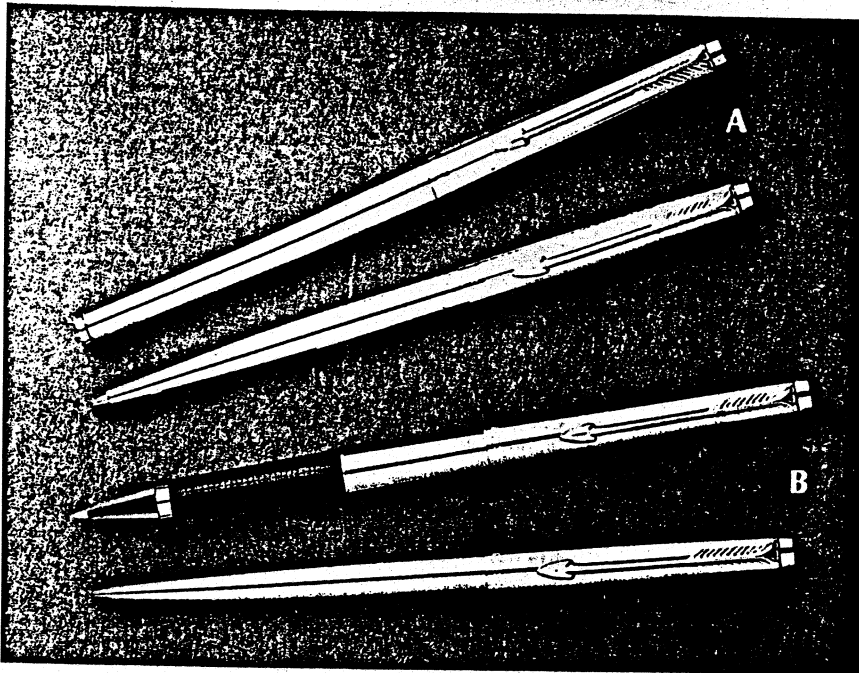
Designed by Emilio Pucci, European fashion authority. Satin-finish stainless steel pen case with choice of ring designs in 22K gold electroplate.

**E** Plain ring  
 66493(6) \$20.00

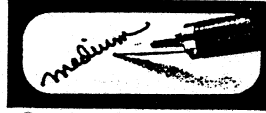
**F** Decorative ring  
 66503(6) \$20.00

# PARKER

We are writing



## PARKER 180

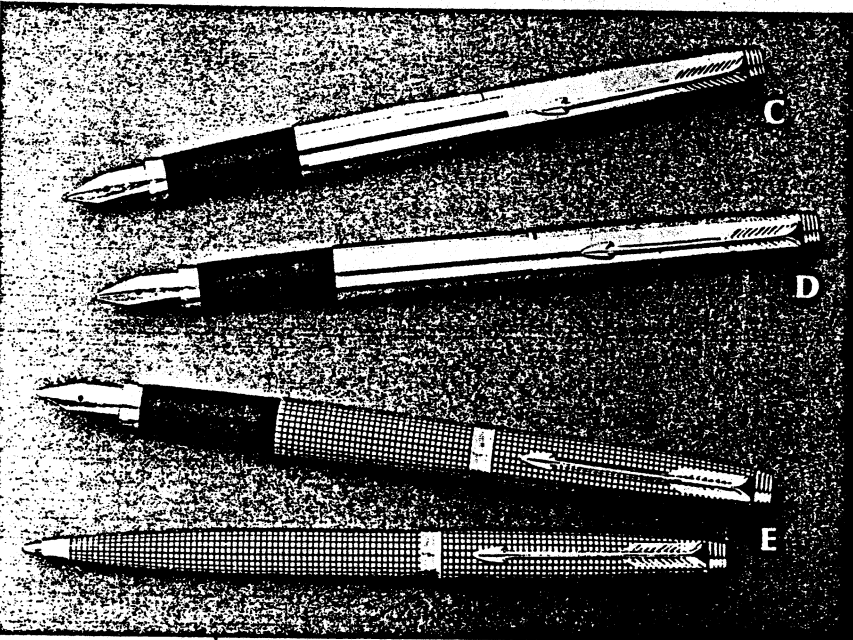


One pen. One point. Two ways to write.

### PARKER 180 PENS—WRITE IN TWO WIDTHS

**A** Imperial convertible pen & ball pen set (22K gold electroplate).  
75621(3) \$60.00  
pen only 65621 \$40.00  
ball pen only 65623 \$20.00

**B** Flighter convertible pen & ball pen set (brushed stainless steel).  
75611(3) \$40.00  
pen only 65611 \$30.00  
ball pen only 65613 \$10.00



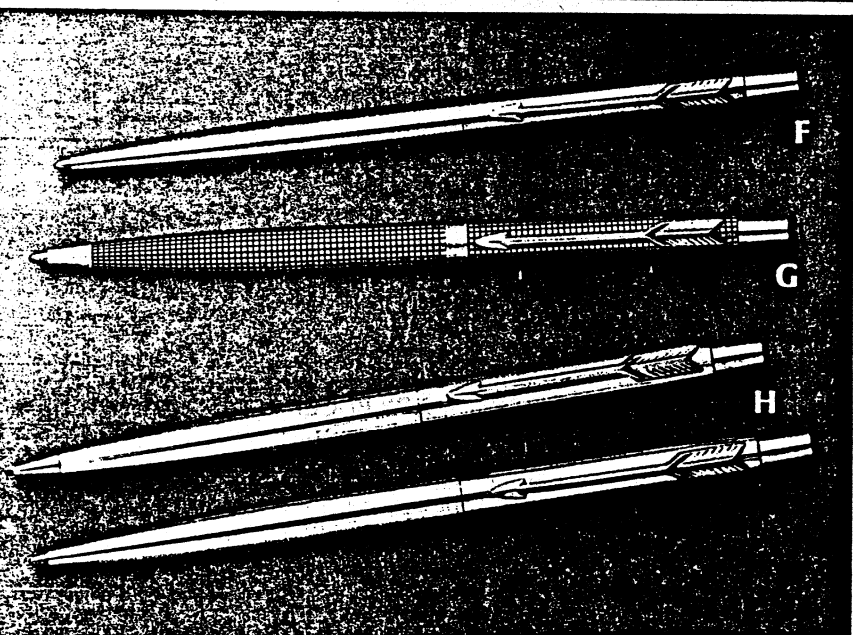
### PARKER 75 PENS IN PRECIOUS METALS

**C** Imperial convertible pen & ball pen set (22K gold electroplate).  
75591(3) \$60.00  
pen only 65591 \$40.00  
ball pen only 65593 \$20.00  
pencil only 65594 \$20.00

**E** Sterling silver convertible pen & ball pen set.  
71311(3) \$72.50  
pen only 61311 \$50.00  
ball pen only 61413 \$22.50  
pencil only 61314 \$22.50

**D** Flighter convertible pen & ball pen set (brushed stainless steel).  
75431(3) \$37.50  
pen only 65431 \$27.50  
ball pen only 65433 \$10.00  
pencil only 65434 \$10.00

**PARKER PENS ARE CONVERTIBLE**  
Use economical bottle filling or convenient ink cartridges.



### PARKER CLASSIC SLIM BALL PENS

**F** Flighter ball pen and pencil set (brushed stainless steel).  
75263(4) \$15.00  
ball pen only 65263 \$7.50  
pencil only 65264 \$7.50

**H** Imperial (22K gold electroplate) ball pen and pencil set.  
75443(4) \$30.00  
ball pen only 65443 \$15.00  
pencil only 65444 \$15.00

**G** Sterling silver ball pen and pencil set.  
75273(4) \$40.00  
ball pen only 65273 \$20.00  
pencil only 65274 \$20.00

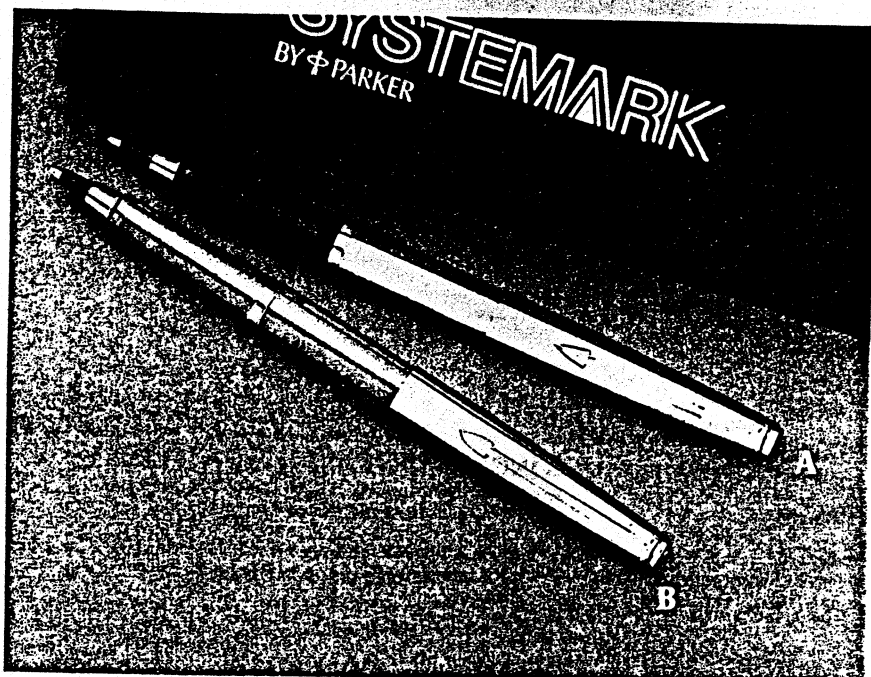
### PARKER BALL PENS WRITE LONGER.

Silhouette slim, yet hold the big Parker refills that write better months longer.



# PARKER

We are writing

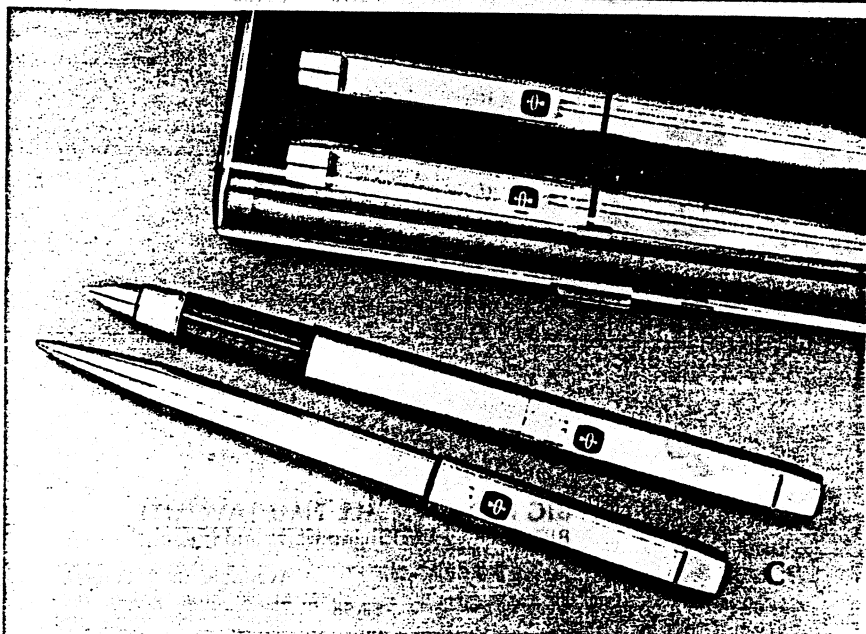


### SYSTEMARK FLOATING BALL PENS

Write flowy like a fountain pen, have ball pen convenience—even make carbon copies.

**A** Systemark Flighter CT (brushed stainless steel).  
66333(6)      \$6.00

**B** Systemark Special Floating Ball pen. Barrel colors: black, dark blue, light blue and red.  
65673(6)      \$3.98

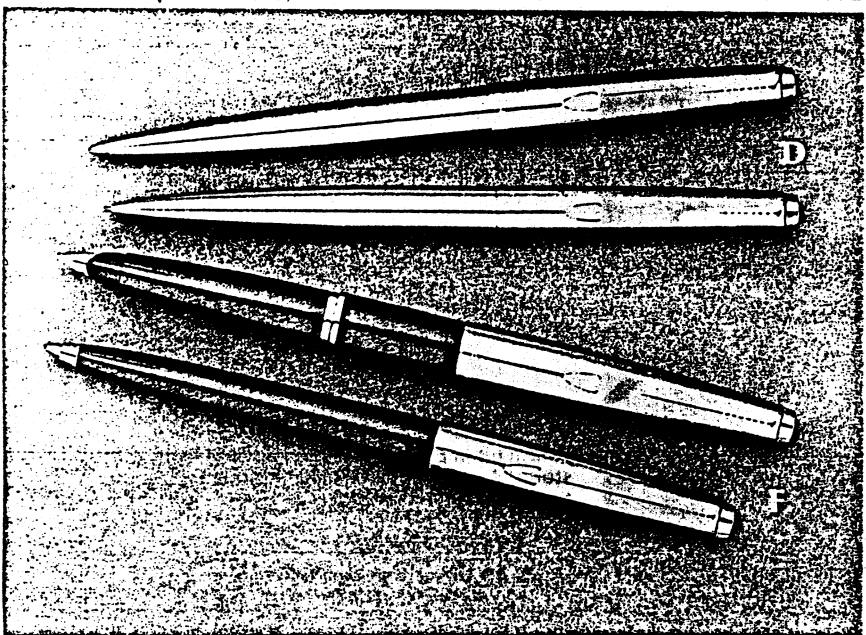


### PARKER 25 PENS CONTEMPORARY, FUNCTIONAL DESIGN

Ideal for first-time fountain pen users.

**C** Parker 25 convertible pen & ball set in stainless steel with black accents.  
70231(3)      \$16.00

pen only 60231      \$10.00  
ball pen only 60233      \$6.00



### PARKER 45 PENS BEST VALUE IN WRITING.

**D** 45 Flighter ball pen and pencil set (brushed stainless steel).  
78643(4).      \$13.50  
ball pen 68643      \$6.00  
pencil 61104      \$7.50

Available in six barrel colors—black, dark blue, red, grey, light blue and olive.  
71251(3)      \$13.75  
pen only 61251      \$8.75  
ball pen 68363      \$5.00  
pencil 61254      \$7.00

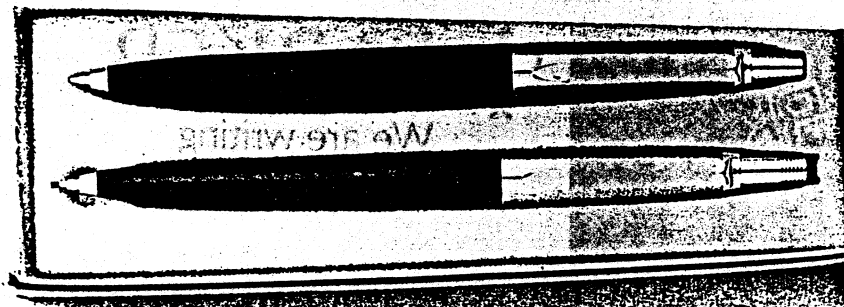
**E** 45 Flighter convertible pen with stainless steel point (not shown).  
65701      \$12.50

### PARKER 45 AND 25 PENS ARE CONVERTIBLE

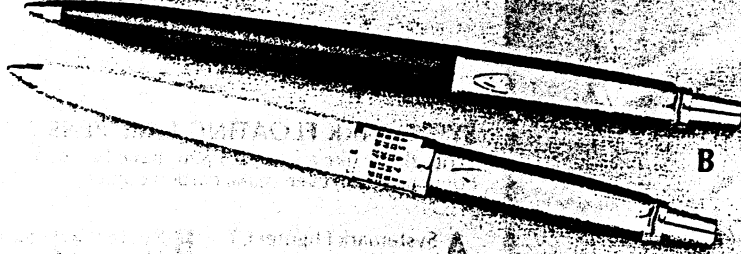
Convert easily from economical bottle filling to convenient ink cartridges.

**F** 45 Special convertible pen and ball pen set.

# Best sellers



A



B



C

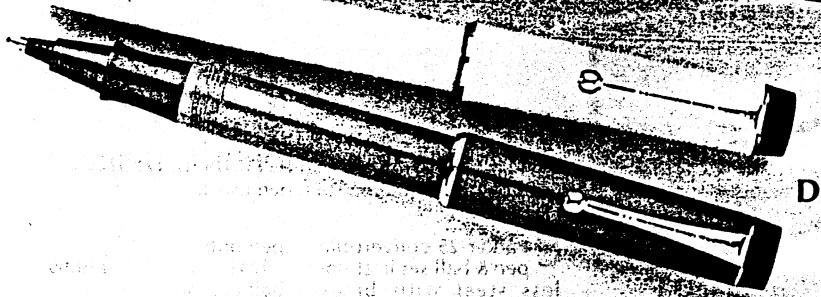
## LONG-WRITING JOTTER BALL PENS

Available in 7 barrel colors—black, grey, olive, red, light blue, dark blue and white.

**A** Special Jotter ball pen & cartridge pencil set. 77803(5) \$5.98

**B** Special Jotterball pen. 67803 \$2.98

**C** Calendar Jotter ball pen. 64133 \$3.50



D

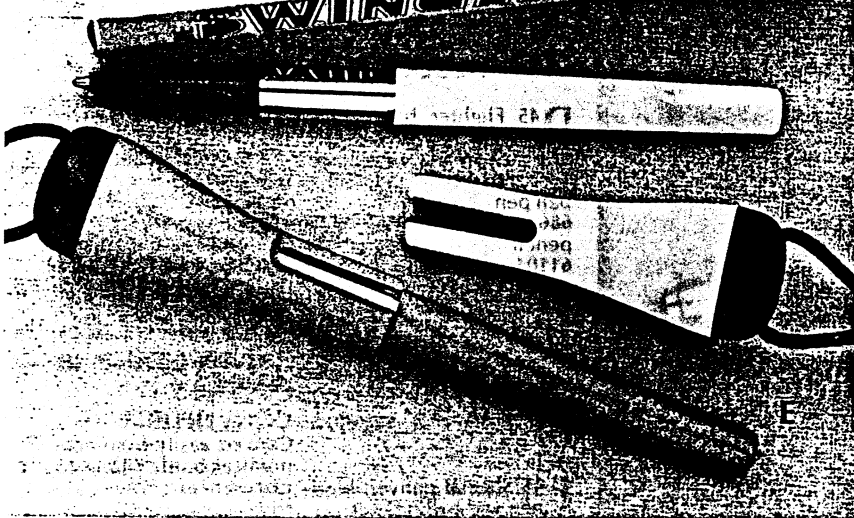
## BIG RED—THE ALL TIME FAVORITE

BIG RED writes BIG, and warm and friendly.

**D** Big Red ball pen. 64023(2) \$2.98

Available in 7 colors—black, blue, green, red-orange, red, white and yellow.

THE SWINGER BY PARKER



E

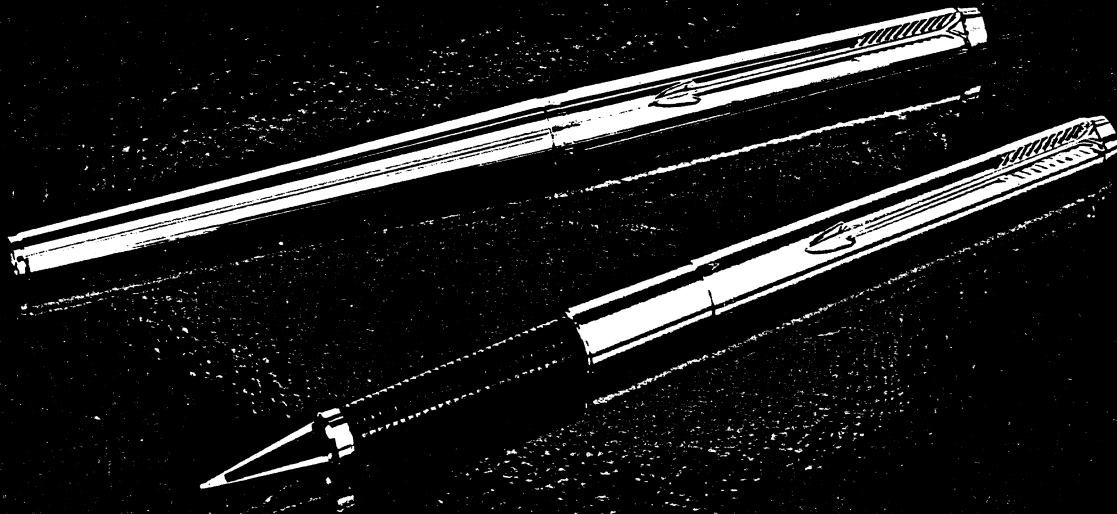
## SWINGER—THE NECK PEN

Smash hit in Europe, now taking America by storm! A popular pen in bright fashion colors for today's active people.

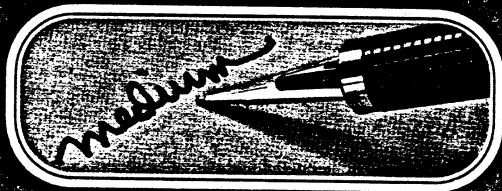
**E** Swinger ball pen. 60163(1) \$5.00

Available in 7 colors—orange, yellow, red, black, green, white and light blue. With leather thong necklace.

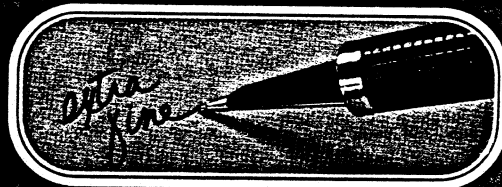
# PARKER 180



## Choice of writing widths...



The Parker 180 combines the beauty of a slim, tapered silhouette with a unique point that writes lines of two distinct widths. A half turn —180 degrees— of the pen permits the 14K gold nib to change from a medium line width to an extra fine line width.



And it's convertible...the 180 uses convenient Super Quink ink cartridges or economical bottled ink.

This luxurious pen is offered in rich-looking 22K gold electroplate and lustrous brushed stainless steel. Handsomely gift-boxed. Matching ball pens and sets available.

## One pen. One point. Two ways to write.

**No. 6-562-1** Parker 180 Imperial fountain pen in 22K gold electroplate. \$40.

**No. 6-562-3** Matching Imperial ball pen. \$20.

**No. 7-562-13** Imperial fountain pen and ball pen set. \$60.

**No. 6-561-1** Parker 180 Flighter fountain pen in brushed stainless steel. \$30.

**No. 6-561-3** Matching Flighter ball pen. \$10.

**No. 7-561-13** Flighter fountain pen & ball pen set. \$40.

 PARKER

The touch  
of elegance...  
anywhere you  
need a pen

SPORTS, PRO, HOBBY,  
CRAFT SHOPS

- Turns winning trophies into treasured desk sets.

HOTELS, MOTELS, BANKS

- For reception desk, cash register... anywhere there's writing to be done.

Base has strong adhesive.

Sticks almost anywhere—on any surface.

22K gold electroplated base.

Popular Parker desk ball pen with long-lasting refill.

8-212-9 Pen Parker.  
Black or brown ball pen,  
without chain.  
Retail \$5.98

8-213-9 Pen Parker.  
Black ball pen, with chain.  
Retail \$6.98

Assortment 9-761-4  
12 Pen Parker 22K gold electroplated base stick-on desk sets.  
Black and brown ball pens, without chains. Boxed in counter dispenser.  
List Price \$72

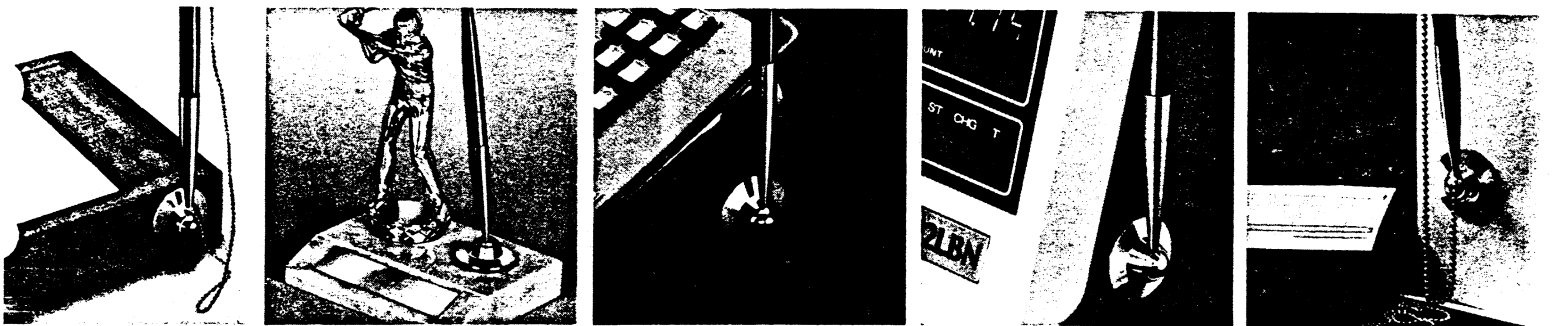
Shipping weight: 1 lb. 8 oz.  
Dispenser dimensions: 5"x7"x10 3/4"

Now with 22K  
gold electroplated base

# Pen parker

the ANYWHERE desk set

 PARKER





# Do-it-yourself desk set...

\*Make your own desk sets  
— use native wood, stone,  
metals

\*Use as a "stick-on"  
— for desk, phone, wall, car

Base has strong adhesive.

Popular Parker Jotter Ball Pen  
with long-lasting refill.

Sticks almost anywhere:

WOOD  
METAL  
PLASTIC  
GLASS  
CERAMIC

Retail

**\$3.98**

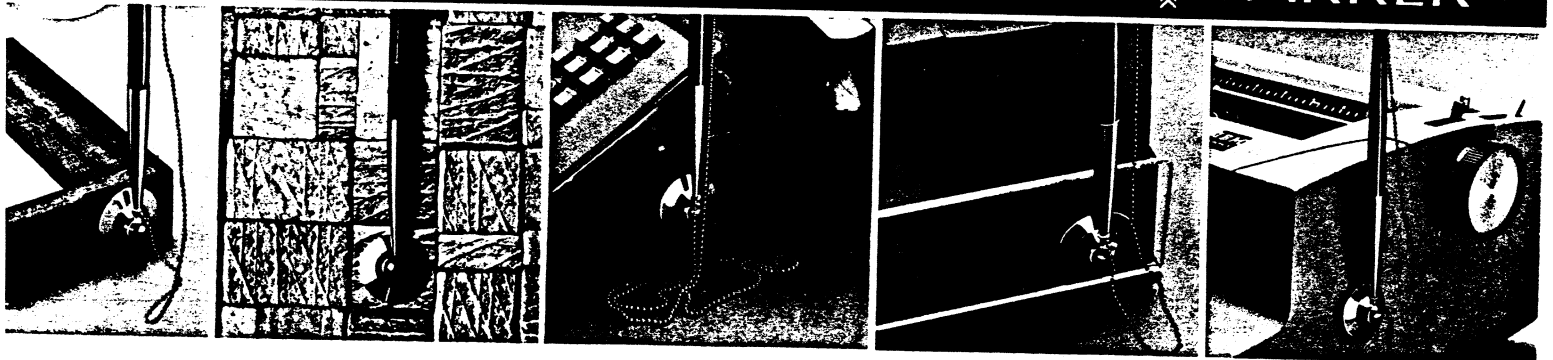
No. 8-210-9 available with  
black, red, green, yellow,  
blue and white pen.

No. 8-211-9 \$4.98 with  
chain, black pen only.

 **PARKER**

# Pen parker

the ANYWHERE desk set



## PARKER ADVERTISING

### Telling the Parker Story 191 Million Times

#### BRAND IMAGE ADVERTISING

Parker advertising has as its overriding objective the reinforcement of the Parker brand name as representative of the very best - the highest quality available - in writing instruments. It will also stress Parker ... the Idea, the Company, the Brand.

#### CONTINUITY OF ADVERTISING

Throughout the year, Parker advertising appears in America's most respected, best written, first-quality publications.

#### THE RIGHT PUBLICATIONS

Every one of these top-notch publications delivers a gilt-edged audience exactly right for Parker advertising and for Parker products.

#### BEST PROSPECTS

The readers of these publications have money to spend and a taste for high quality gifts and personal accessories.

Parker - Largest gift pen advertiser in the industry



THE PARKER PEN COMPANY  
Advertising Schedule  
Spring 1978

<u>Issue Date</u>	<u>On Sale Date</u>	<u>Publication</u>	<u>Product</u>	<u>Ad</u>
May	April	NATIONAL GEOGRAPHIC	Floating Ball	Mark of Distinction
May	1 May	SCIENTIFIC AMERICAN	Floating Ball	Mark of Distinction
May	22 April	TRAVEL & LEISURE	Floating Ball	Mark of Distinction
1 May	26 April	THE NEW YORKER	Floating Ball	Mark of Distinction
1 May	24 April	TIME	Floating Ball	Mark of Distinction
8 May	3 May	SPORTS ILLUSTRATED	Floating Ball	Mark of Distinction
9 May	9 May	THE WALL STREET JOURNAL	Classic	Nothing Communicates...
15 May	8 May	NEWSWEEK	Classic	Nothing Communicates...
15 May	4 May	BUSINESS WEEK	Floating Ball	Mark of Distinction
17 May	17 May	THE WALL STREET JOURNAL	Floating Ball	Mark of Distinction
22 May	17 May	THE NEW YORKER	Classic	Nothing Communicates...
22 May	22 May	NEW YORK TIMES MAGAZINE	Floating Ball	Mark of Distinction
22 May	15 May	PEOPLE	Classic	Nothing Communicates...
25 May	25 May	THE WALL STREET JOURNAL	Classic	Nothing Communicates...
29 May	22 May	TIME	Classic	Nothing Communicates...
29 May	22 May	U.S. NEWS & WORLD REPORT	Floating Ball	Mark of Distinction

The Parker Pen Company  
 Advertising Schedule - Spring 1978

<u>Issue Date</u>	<u>On Sale Date</u>	<u>Publication</u>	<u>Product</u>	<u>Ad</u>
30 May	30 May	THE WALL STREET JOURNAL	Floating Ball	Mark of Distinction
June	29 May	MADMOISELLE	Floating Ball	Mark of Distinction
June	25 May	MONEY	Floating Ball	Mark of Distinction
June	1 June	VOGUE	Floating Ball	Mark of Distinction
5 June	31 May	SPORTS ILLUSTRATED	Classic	Nothing Communicates...
7 June	7 June	THE WALL STREET JOURNAL	Classic	Nothing Communicates...
12 June	5 June	NEWSWEEK	Floating Ball	Mark of Distinction
12 June	7 June	THE NEW YORKER	Floating Ball	Mark of Distinction
12 June	12 June	NEW YORK TIMES MAGAZINE	Classic	Nothing Communicates...
12 June	5 June	PEOPLE	Floating Ball	Mark of Distinction
12 June	5 June	TIME	Floating Ball	Mark of Distinction
15 June	15 June	THE WALL STREET JOURNAL	Floating Ball	Mark of Distinction